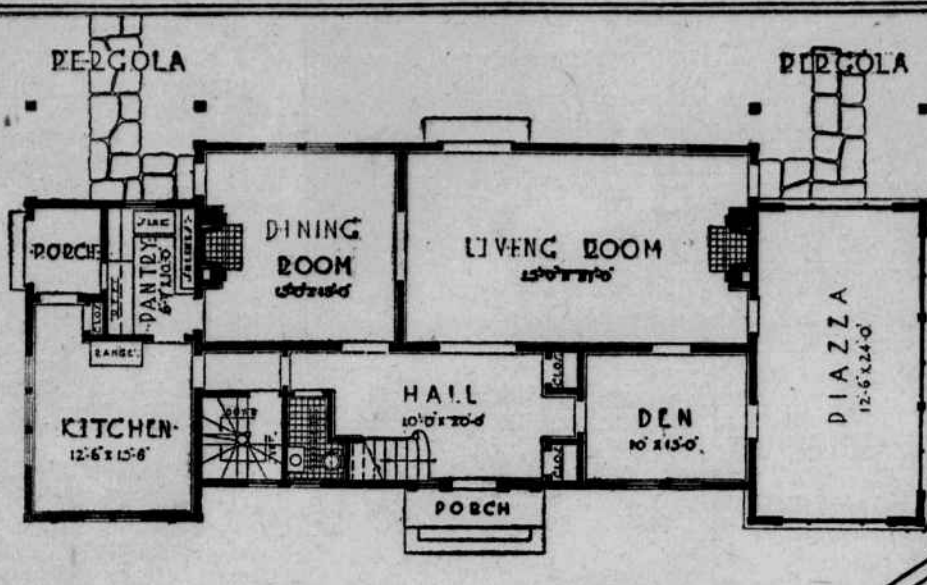


CLASSIC DEPARTURE FROM STYLE AND CHARM TO HOUSE



FIRST FLOOR PLAN.

License in Design, However, Should Be Kept Within Artistic Bounds—Must Be Based on a Perfect Sense of Proportion as Well as Knowledge of Proper Grouping Effects

By A. RAYMOND ELLIS, A. I. A.

Modern psychology has shown that the average person responds to his mental and physical environment without being conscious of the fact. Thus if the weather is bleak or his social contacts drab his spirit sags before he is aware of any change in his mood. If his power of analysis or introspection had been more highly developed his depression would not have taken him unaware. Or, better still, it might never have developed, for ability to distinguish causes often helps one to sidestep effects.

It is the application of this principle to the mental reactions of everyday life which enables us to estimate the tremendous effect that good architecture must have on society. It is not carrying the point too far to maintain that every man however uncultured his artistic instincts may be is essentially influenced by structural beauty. He may not be able to define his sensations, be they agreeable or disagreeable, or to trace them to their proper sources, but they are there none the less, and the cumulative effect of these emotions plays a big part in the synthesis of his character, and ultimately in the welfare of the nation and civilization as a whole.

There is, however, something more to be desired than mere subconscious response. The next higher step is intellectual or articulate appreciation and this is more likely to prevail in communities or localities where architectural standards are a matter of tradition. Such is the case in New England, where the public's attention need hardly be called to the beauties of the Colonial. At the same time there is much still to be learned from a study of the eighteenth century American house and it is for that very reason that architects and their clients turn more frequently to that style for inspiration and suggestion. In examining these old houses we have been permitted to stand as they were built, without alteration or addition, the close observer will find many features and details that are used in our modern

Housing Deadlock Broken by Exemption, Says Report

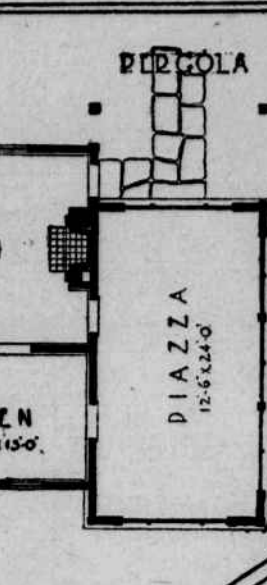
Statistics tending to show the efficacy of the New York city tax exemption ordinance as a spur to building are given in the annual report of the board of trustees of the City Club of New York, just issued. The report, after laying out the City Club's position on the housing shortage, as a result of the enactment, the report asserts, construction in the greater city this year is more than four times the volume of last year. There being doubt in the minds of some builders whether in so restricting the exemption the local authorities had complied with the terms of the statute, the club took the matter up with Senator Lockwood and Gov. Miller and the act was so amended as to clearly validate the ordinance.

Among all the rent and housing measures of the past two years this is the only one of importance aimed at securing an increased supply of dwelling accommodations. From start to finish it was primarily the result of the efforts of the City Club plan, which, passed largely through City Club efforts, to allow a temporary exemption from local taxation of newly constructed dwellings.

The ordinance as passed exemption is limited to building values equivalent to \$5,000 for each family accommodated and not to exceed \$10,000 for each building. There being doubt in the minds of some builders whether in so restricting the exemption the local authorities had complied with the terms of the statute, the club took the matter up with Senator Lockwood and Gov. Miller and the act was so amended as to clearly validate the ordinance.

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The present rate of building is more than four times that of last year. As against housing contracts actually awarded for the year, amounting to \$1,500,000, there have been awarded during ten months of this year—including only seven months under tax exemption—contracts amounting to \$1,950,000. Last month alone contracts were made aggregating \$1,500,000. The figures for floor space are still more impressive. For the year 1920 the total contract was 12,142,000 square feet. For the first ten months of 1921 the total was 41,538,000 square feet. It is evident, therefore, that the building industry has been created of an active market for vacant lots where none had existed. Lots have been auctioned off by the thousands to



SECOND FLOOR PLAN.



ESTIMATE OF COST.
In some of the less popular rural sections the cost will probably be as low as 30 cents per cubic foot, making the total for the entire 54,484 cubic feet about \$16,345.20. In more restricted sections the price might vary from 40 to 60 cents, making the maximum total \$32,690.40. The designer believes that about \$20,000 for the house complete with cellar and attic would be a fair average in most communities. This of course does not include the plot or the cost of landscape work.

work to form the most interesting motifs in the general composition of much of our domestic architecture. In many cases the Intrepid designer shows his ingenuity and courageous disregard of too close adherence to established precedent by producing for his client a most pleasing design, the principal constituent elements of which are taken from this particular style. It is this license, based on the perfect knowledge of the exact effect that will be produced by certain correct combinations of voids and solids, materials and architectural detail, enriched by delicate moldings or decorative detail and colors, that gives rare charm and quality to some houses.

In the simple country house shown above, for example, there are few obvious evidences of close adherence to precedent in any detail, with the possible exception of the front entrance motif. However, the effect achieved is the result of many preliminary studies to obtain the correct proportions, fenestration, color scheme and setting.

The plan is of the most modern elongated type which is best suited to carry out the low roof lines so much to be desired in our present style of domestic architecture. While we may have grown tired of the old fashioned square house and prefer the lines of an extended front, this type in general is better than the square or rectangle formerly used. It insures more privacy within the house and a better outlook over the grounds. The portion toward the street is arranged to contain the less important parts of the house and acts as a screen. In a way, to the more important living portion at the rear, which will be most attractive if a proper scheme of landscaping is carried out. The accompanying plan and design is one of the most practical that can be devised for a small house. It has been developed after a very careful study of several different schemes, each of which had been carefully worked out.

The entrance hall is 10x20 feet, and has been planned and proportioned so as to emphasize the Colonial influence in the interior of the structure. This idea is carried out in the low paneled wainscot around the hall and up the stairs and in the simple Colonial handrail and delicately turned balusters gracefully ramped at the landing. At the ceiling there is a simple cornice with dentils to enrich it, all painted ivory white. Under the stairs is a toilet room, and at the opposite end are closets for coats. From the hall a direct entrance is obtained to the dining room and living room,

and a recessed entrance to the den gives to this room additional privacy that will be found a very desirable feature. The den is 12x13 feet, and is so placed that it answers the purpose of den, library or reception room, with plenty of well balanced wall space. The dining room, 15x15 feet, and the living room, 12x27 feet, occupy the entire east side, and opening into each other, repeat the Colonial detail used in the hall. Each has fireplace and simple Colonial mantel. The piazza, at the south end, 12.5x24 feet, is enclosed with glazed sash, which may be replaced with screens during the summer. The north end is given up to the service portion, which contains the service stairs, a kitchen 12.5x13.5 feet and a pantry 6.5x10 feet, with a refrigerator room from the rear porch.

The second floor is planned for the convenience and comfort of both guest and owner. The owner's chamber is 15x17.5 feet and contains two large closets, plenty of wall space for furniture, twin bedstead and has its own bathroom. The guest chamber is also connected with this, so that it may be used by the owner en suite. Two large chambers at the south end may be used as guest or family chambers and the bathroom is placed off the passageway, so that by closing the door to the hall the privacy of this part is maintained. The finish is whitewash painted old ivory. In the attic there are two large, comfortable chambers and one bathroom for maids, besides a storage and trunk room. The interior of the house should be finished in light colors to bring out the delicate detail of the Colonial trim. The hall, den, dining room and living room

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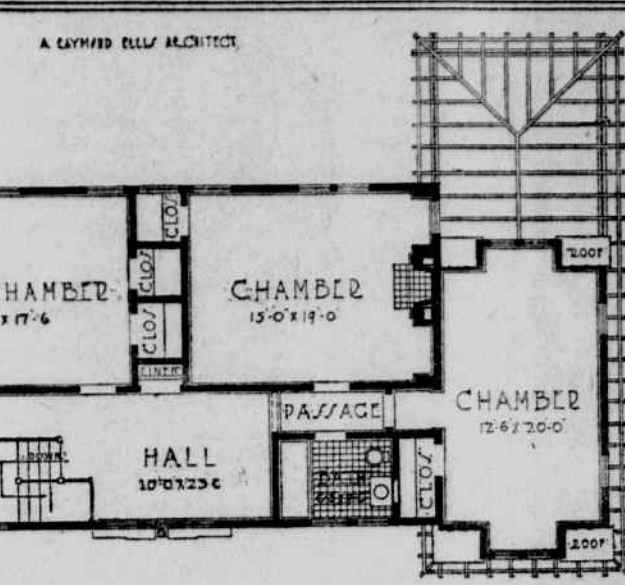
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THIRD FLOOR PLAN.

PERMITS SKYSCRAPER ON GRAND UNION SITE

The right to erect a 22 story office building without pyramidal setbacks on the site of the old Grand Union Hotel, at Park Avenue and Forty-second street, has been given to the Park Avenue Building Corporation by the Appellate Division of the Supreme Court. Excavation work is nearly completed, and York & Sawyer, architects, will award the contract for the building in a short time. The decision ends a long period of litigation to test the right of the Board of Appeals to authorize the erection of a building of this height, in that particular zone without the setbacks now required by the zoning ordinance.

The board of appeals authorized the construction last June and the Park Avenue Building Corporation filed its plans with the Building Department. Thereafter certiorari proceedings were instituted on behalf of the Forty-first and Park Avenue Corporation to review the determination of the Board of Appeals. Later this firm applied to the Division of the Supreme Court. Excavation work is nearly completed, and York & Sawyer, architects, will award the contract for the building in a short time. The decision ends a long period of litigation to test the right of the Board of Appeals to authorize the erection of a building of this height, in that particular zone without the setbacks now required by the zoning ordinance.

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PARK AVE. ZONE RENTS DOWN 10 P. C.

Price of Living Space in High Class Section Shows Only Modest Reduction From Last Year's Standard in Spite of Several Thousand Vacancies--Small Suites Plentiful, but Still Costly

A flood of light has been thrown on the renting situation in the high class apartment house districts of the city by a real estate expert who has made for THE NEW YORK HERALD a careful survey of that section of Manhattan from the "Forties" to Eighty-seventh street, between Fifth and Lexington avenues and on some of the cross streets beyond Lexington avenue. This investigator, who prefers that his identity be concealed, finds that there are several thousand apartments to rent in that particular district and that the rents range from \$75 a month for two room suites up to more than \$20,000 a year for twenty room suites. There are, however, very few of the former to be had at such a low figure.

Generally speaking, the investigator finds that the prices of small lower priced apartments have dropped about 10 per cent below the quotations of one year ago. While his investigations have been confined to the high class East Side residential section, many of the conclusions will apply to the best portions of the upper West Side, the Washington Square district and a large part of the West Forties, between Fifth and Sixth avenues. On the West Side and in the Washington Square section, however, the rentals are a trifle lower.

The great want, the investigator finds, is for a supply of apartments to rent from \$100 to \$150 a month. Most persons are aware that there are many apartments to let this season, and they are conscious that the reasons for the handmaiden of the buyers' straits. What most persons do not understand, however, according to THE NEW YORK HERALD's investigator, is what sort of apartment can be had to-day for the person who is naturally seeking the minimum price. In an effort to assist this class of home seeker the investigator says: "A large number of the people who are looking for apartments in the Park Avenue section are being disappointed. They are looking for a two room apartment, that is, a living room, bedroom, kitchen and bath—for a price not exceeding \$100. Now, what kind of apartment can one get for that price? One thing is certain: that there are many of them on the market. The average one of this size consists of a medium sized living room, a bedroom about 8 by 10, a modern bath and a small closet. But that is not all. A small electric grill, sometimes with a sink, in which meals can be cooked. These apartments are as a rule in remodeled non-elevator houses from one to four flights up.

"Most persons looking for these two room apartments want both the rooms to be large, the bedroom must have ample space for two beds. But that is not often found, though there are a few which now and then appear on the market. Most of the owners or lessees of buildings who within the last few years undertook the making over of private dwellings into apartment houses and who planned entire floors to be rented

apartment best suited to their whims. Many are giving up a seven or eight room apartment for one of five rooms. "Six rooms and two baths for \$3,000," describes in brief what many of the well to do have been seeking, and while now and then such an apartment appears they are few and far between. There are plenty of apartments to-day of two and three rooms and a small bathroom. The conditions are exclusive, small elevator apartment houses, which can be rented for \$149 a month and up; a good share of these are non-housekeeping. Now and then a client makes a direct call for one of these. Part the demand is slight.

"In general, prices of the small lower priced apartments have dropped about 10 per cent from the quotations of a year ago, and many of the owners of the larger apartment houses have made more substantial reductions, ranging in some cases as high as 25 per cent. Nine out of ten property owners are anxious to meet the tenant half way, and are putting their asking prices much nearer the lowest amounts they will take than they did a year ago. But the average person looking for an apartment seems to believe that the bottom of the market has not been reached and is holding off for a while longer.

Gentle Art of Gouging as Practised by the Janitor

Even the lowly tenement dweller has his profiteering worries. The attention of the Odd Paragrapher was called to the fact that the janitors of old law tenement houses in various sections of the city are demanding excessive bonuses for rentable quarters.

A wage earner, compelled to move because the house in which he lived had been condemned, visited twenty-eight buildings before he obtained accommodations for himself and family. There were vacancies in only six of the twenty-eight buildings. In two of these houses, he declares, he saw rooms at fairly reasonable prices, but the janitors were so deplorable that those he finally rented, but in each case the janitor refused to rent the apartment unless she obtained a bonus of \$25. The only way she could get a string was so badly in need of renovating as to be uninhabitable. His tale of woe finally touched a professional, and he obtained four rooms for a \$5 bonus.

This latest form of malpractice will, of course, bring further censure upon the heads of property owners in general. It leaves this busy metropolis a place where the owners will be ignored, and so another unjust chapter will be added to the long list of injustices against "profiteering landlords."

A Visiting Broker's Viewpoint.
A young hustler from Lewiston, Me., recently broke into the ranks of New York real estate brokers. He did not come here to show New Yorkers how to sell real estate. On the whole he believes that the New York market is fairly well provided with capable brokers.

The Lewistonian is here to acquire certain parcels of New York realty for a wealthy resident of his home town while he here he plans to spend part of his time in studying New York methods of selling, mortgaging, managing and appraising real estate. His identity, he declares, must remain a secret if the mission which brought him to New York is to be a success. He has been in New York about two weeks and expects to remain about six months.

New York brokers, he declared, are "human dynamoes—apparently willing to work night and day to close a deal." Concerning brokerage methods he says: "Thus far I haven't found a very great difference in the system we use from those followed in New York, excepting that your New Yorker works with greater ease and speed. He keeps hammering away at his man until he has either landed him or lost him."

"When it comes to putting over big deals, of course, the New York broker makes a visiting realtor feel cheap. In Lewiston there is quite a sensation when a transaction involving \$100,000 is announced. Here million dollar sales and large real estate transactions involving over \$2,000,000 are seldom featured on the front page of New York newspapers, and that is necessary to sell a great landmark or a property with unusual historic interest to earn this distinction.

"In Lewiston a \$50,000 sale is considered sufficiently important to warrant a first page story. The people back home make the sale of a fairly well known building quite as much a part of the town gossip as any other happening of interest."

Holdup a Boomerang.
A Queens builder plotted an interesting story of an attempted holdup that

EXPECT LARGE CROWD AT JERSEY CONVENTION

It is expected that more than 1,000 delegates will attend the fifth annual convention of the New Jersey State League of Real Estate Boards to be held in the Robert Treat Hotel, Newark, on December 8, 9 and 10, inclusive. Many questions of vital importance to realtors in New Jersey are coming to the front this year and those problems will be taken up for discussion. The committee in charge of the convention is as follows:

By Charles F. Krasner, chairman, Newark; Louis Schlesinger, Newark; Charles C. Lurich, Newark; Raymond Connolly, South Orange; Frank H. Taylor, East Orange; Edward Blum, Newark; Fred L. Daisel, Maplewood; E. R. Cramer, Camden; Thomas B. Williams, Atlantic City, and Ewing T. Carson, Ocean City.

NEW FLAT IN ATLANTIC CITY.

Ground has just been broken for one of the largest Boardwalk apartments in the Ambassador and Ritz-Carlton section of Atlantic City. It will be situated at California Avenue and the Boardwalk, and is owned by Henry Shaw, a retired merchant of Atlanta, Ga. Frank Larson, formerly with Warner & Wetmore of this city, and architect on the ground for the Ambassador and Ritz-Carlton hotels, will supervise the construction.

The building will be four stories and of brick. There will be sixteen apartments of four and five rooms, with all the latest conveniences.

Banker Sells Montclair Place.
Percy H. Johnston, president of the Chemical National Bank, has sold to F. R. Eaton of Montclair his property at 175 South Mountain avenue, Montclair. The residence is of Spanish architecture and stucco construction, containing thirteen rooms, four baths, a swimming pool and a large living room finished in mahogany. The place includes an acre and one-half of developed grounds with formal gardens and three-car garage. This property was valued at \$50,000. The sale was negotiated by the Frank Hughes Company.

Gives Dyckman Flat in Trade.
O'Reilly & Dunn sold to Z. N. Delman the six story Riverside Apartment at the southwest corner of 160th Street and Fort Washington avenue on plot 122x126x irregular. The purchaser gave in part payment 153-155 Vermlieu avenue, a five story apartment house, 59x150.